



## **CITY OF NEWPORT BEACH**

### **ECONOMIC DEVELOPMENT COMMITTEE**

## **AGENDA**

**MEETING DATE:**

**Wednesday, May 17, 2006**

**TIME:**

**8:00-9:00 A.M. *Please arrive 5 min. prior***

**PLACE:**

**City of Newport Beach Council**

**Chambers**

Roll Call and Introductions

### **CONSENT CALENDAR**

(All matters listed under CONSENT CALENDAR are considered to be routine and will all be approved by one motion in the form listed below. The EDC members have received detailed staff reports on each of the items recommending an action. There will be no separate discussion of these items prior to the time the Committee votes on the motion unless members of the Committee, staff, or the public request specific items to be discussed and/or removed from the Consent Calendar for separate action.)

1. Approval of Minutes of March 22, 2006 (*Attachment*)
2. Progress Report (*Attachment*)

### **ITEMS REMOVED FROM THE CONSENT CALENDAR**

### **DISCUSSION ITEMS**

1. Newport Beach Restaurant Association / Restaurant Week Update – *Dan Marcheano, NBRA President*
2. OC Cruiser presentation – *David Muller, Executive Director; Sabrina Dagostino, CFO*
3. EQAC Representative's Report

### **ITEMS FOR A FUTURE AGENDA**

### **PUBLIC COMMENTS**

### **ADJOURNMENT**

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, June 7, 2006  
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, June 21, 2006  
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**

## BID ADMINISTRATION

|                                     |                         |   |   |          |  |
|-------------------------------------|-------------------------|---|---|----------|--|
| BID Administration and Coordination | BIDs/Consultant Trimble | BID Administrator & City staff implemented new collection policy—excessive delinquencies handled by City Attorney's ofc.; Small Claims Court if required. | Ongoing support for BID activities.   | Ongoing. |  |
| Balboa Village BID                  | Trimble                 | Construction started on under-grounding, Phase III to follow. Pump station ongoing.   | BID working on budget for next fiscal year.   | Ongoing. |  |
| Corona del Mar BID                  | Berger                  | April Meeting held 4/27.  | Next BID meeting 5/25   | Ongoing. |  |
| Marine Avenue BID                   | Berger                  | April meeting cancelled.  | Next BID meeting 5/18; discussion of 'Artist Flag' program w/ rep. from City of Laguna Beach. | Ongoing. |  |
| Restaurant Association BID          | Trimble                 | On-going marketing program. Annual Mtg 3/2006.  | Committee working on Restaurant Week for 1/2007   | Ongoing. |  |

## COMMUNITY DEVELOPMENT ADMINISTRATION

|                        |                               |  |   |          |  |
|------------------------|-------------------------------|--|---|----------|--|
| CDBG Administration    | Trimble/Consultant            | CC reports on applications rcvd for 2006/2007 funding cycle.   | Review grant applications make recommendations.                                 | Ongoing. | Monitoring of sub-recipients ongoing.  |
| Housing Administration | Trimble/B. Nichols Consultant | Monitoring existing affordable housing units resulted in return of a number of units to affordable status. | Residents are moving in to Bayview Landing Senior Apartments on a phased basis. | Ongoing. | Staff continues to coordinate with County agencies and respond to public inquiries regarding affordable housing. |

## Balboa Peninsula

|  |               |  |   |           |  |
|--|---------------|--|---|-----------|--|
| Balboa Village Streetscape – Phase III | Stein/Trimble | Balboa Inn expansion started 09/2004. OCSD pump station construction underway. Undergrounding project wrapping up. | Phase III & methane capture projects to start March 2006. | July 2006 |  |
|--|---------------|--|---|-----------|--|

## CORONA del MAR

|                            |        |  |  |  |   |
|----------------------------|--------|--|--|--|---|
| Corona del Mar Vision Plan | Berger | Median improvement project anticipating completion elements. | Crosswalk and/or traffic signal discussions. |  | Possible next element to be pedestrian street lights. |
|----------------------------|--------|--|--|--|---|

## MARINE AVENUE

|  |        |                                      |  |                        |  |
|--|--------|--------------------------------------|--|------------------------|--|
| Marine Avenue Public Improvements Plan | Berger | Bench donor plaque program complete. |  | Phases 1 & 2 complete. | Park Avenue Bridge seismic retrofit / replacement project on hold. Sidewalk replacement to be discussed. |
|--|--------|--------------------------------------|--|------------------------|--|

## MARINER'S MILE

|  |               |   |  |                   |   |
|--|---------------|---|--|-------------------|---|
| Mariner's Village Public Improvements Projects | Webb/Berger   | MMBOA discussions w/PW staff re: Caltrans safety lighting plan for Old Newport Blvd. through Riverside Dr.                  | 2 <sup>nd</sup> Phase design on hold, pending Council/GP planning discussions. |                   | Caltrans safety lighting project underway.  |
| Mariner's Mile BOA                             | Murrel/Berger | Meeting held 5/10. Discussion of OCC Sailing Ctr./OCSD improvements; and MM-sponsored City Centennial banners and monument. | Next meeting to be held 06/14.   | Ongoing activity. | MMBOA interested in continuation of MVPPIIP improvements and planning; extension of palm trees toward both bridges; relinquishment of PCH through MM; and waterfront boardwalk. |

## EDC ACTIVITIES

|                               |                            |  |  |                                  |   |
|-------------------------------|----------------------------|--|--|----------------------------------|---|
| Attraction and Retention      | EDC staff                  | Newport Lexus project ongoing. Sterling BMW c.p.-o. facility plans submitted and being shepherded. | Continuing discussions w/ auto dealers   | Ongoing.                         | Lexus grand opening scheduled for June 29th. (on-track)         |
| Strategic Planning            | Subcommittee / Wood/Berger | GPU Fiscal/Economic studies being input into General Plan Update process.                          | ED Strategic Plan draft under discussion by Subcommittee.  | Ongoing, as part of GPU process. |   |
| Image Enhancement & Marketing | Subcommittee / Berger      | Wayfinding & Directional Signage Program.  | Additional mock-ups to be placed in Mariner's Mile and CdM to study minor items. Mock-up signs being fabricated now. |                                  | Installation budget request subitted as part of FY '06-'07 CIP. |
| Hotels                        | Subcommittee Wood/Trimble  |  |  |                                  |   |